

ANNEX A: TERMS OF REFERENCE

PHILIPPINE TRAVEL EXCHANGE (PHITEX)

16 to 21 October 2022 * Manila

*Theme: Embracing Responsible Tourism
Making better places for people to live in
and better places for people to visit*

TERMS OF REFERENCE

Services of an Event Management Company for PHITEX 2022
(as of 28 July 2022)

I. BACKGROUND

The Philippine Travel Exchange (PHITEX) is the largest government-organized travel trade event in the country. Conceived in 1996 as a cost-effective tool in promoting the Philippines and significantly growing inbound tourism, the annual travel event hosts qualified international buyers to meet with accredited Philippine tourism suppliers via one-on-one, table-top business appointment sessions. Another key component is the pre-and post-event tours wherein invited foreign participants are afforded a first-hand experience of the country's beauty and unique warmth of its people from a choice of its popular and emerging destinations.

In addition to the event's business potential, educational seminars have been incorporated in the PHITEX program since 2006 for the private sector participants. The activity endeavors to enhance the sellers' marketing aptitudes by providing them with updates on target source markets, knowledge of promotional innovations, and awareness/information on the latest trends in the travel industry.

Similar to the previous year, TPB shall utilize digital innovation in hosting events for PHITEX 2022. The new methods allow participants to experience new platforms in developing business connections and acquiring new skills while maximizing traceability in every registration, login, click, download, and share.

Given this, the TPB is in need of the services of an Event Management Company that will conceptualize, implement and manage the following components of the event and ensure the successful conduct of the event by delivering the necessary physical and technical, and other digital requirements:

- PHITEX Educational Program (PEPTalk)
- Opening Ceremony
- Travel Exchange (B2B)
- Welcome Dinner
- Closing Ceremony
- Press Conference

II. OBJECTIVES

- Provide venue for foreign buyers of travel products to discuss business with Philippine tourism suppliers with possibility of securing booking on-site or at least business leads;
- Communicate to the global market that tourism in the Philippines is safe and is flourishing with its new product offerings; and
- Entice buyers to include the Philippines in their tour programs or expand their existing tour programs of the country;

III. SCOPE OF SERVICES / DELIVERABLES

The event management company shall:

1. Conceptualize, implement and manage the overall program scenario for the following activities:

A. PEPTALK (PHITEX EDUCATIONAL PROGRAM)

| | | |
|-----------------|---|---|
| Date | : | 18 October 2022 (Tuesday) |
| Target audience | : | 100 seller delegates 100 Academe / Tourism Students 30 LGU Tourism Officers 20 Speakers / VIPs |
| Set-up | : | Physical Session Invited Foreign Speakers might opt to do a recording of their presentation prior the event and will just go on live during the Q&A via Zoom application |
| Content | : | The webinars/educational programs serve as marketing learning sessions for the participants. A total of 6 topics (to be identified by the PEP Talk Committee) for discussion are being eyed for PHITEX 2022 |
| Concept/Theme | : | PHITEX 2022: <i>“Embracing Responsible Tourism”</i> |

Proposed program flow (subject to change):

Proposed program flow:

- 9:00 am – 9:30am : Welcome scenario
(play lively numbers at the main entrance leading to the venue)
- 9:30 - 9:40 AM : Invocation

- 9:40 - 9:55 AM : Welcome / Opening Remarks
- 9:55 - 11:00 AM : Roundtable Discussion: “Slow Travel in hidden gems”
- 11:00 - 11:10 AM : Health Break
- 11:10 - 12:00 PM : Presentation: “Introduction to Circular Economy”
- 12:00 - 1:00 PM : Networking Lunch
- 1:00 - 1:45 PM : Plenary 1: “Creating estate living in rural areas”
Plenary 2: “Destination Stewardship as a framework for promoting Responsible Tourism”
- 1:45 - 2:00 PM : Health Break
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- 2:00 - 2:45 PM : Plenary 3: “Social entrepreneurship vs. exploitation: where do you draw the line”
Plenary 4: “Relevance of data science in tourism planning and development”
- 2:45 - 3:30 PM : Close of Conference

1. Coordinate with assigned TPB Officials and private sector partners to finalize the topics and the appropriate speakers;

Line-up of speakers will be c/o the TPB or the Tourism Congress of the Philippines (TCP) subject to TPB’s approval;

2. Invite and confirm speakers and provide professional fees;
3. Ensure presentation materials are submitted at least 10 days before the event;
4. Engage the services of at least two (2) host and moderator/s with minimum three (3) years experience in physical, virtual and hybrid corporate and public events. Proposed line up of host and moderators are subject to TPB’s approval;
5. Send out letter invites to tourism schools/academe and local government units; coordinate participation accordingly and come up with database
6. Issue E-Certificates of Attendance. (TPB MARCOM to submit design/layout for approval of TPB);
7. Provide stage set-up that includes LED Screen as a backdrop, teleprompter, lapel and wireless microphones, clicker, etc.;
8. Handle other similar event management tasks in relation to PEPTalk.

B. TRAVEX OPENING CEREMONY

| | | |
|-----------------|---|--|
| Date | : | 19 October 2022 (Wednesday) |
| Time | : | 8:30 - 10:00 A.M |
| Duration | : | Maximum of one (1) hour inclusive of the welcome scenario |
| Concept | : | Philippine Festivals/Street-Dance Parade |
| Set-up | : | Hybrid |
| Content | : | DOT tourism promotional videos, invocation, National Anthem, voice-over, welcome remarks, Keynote Address (if applicable), and entertainment, infographics, and hiring of interpreters for non-English speaking delegates for 2 days (Chinese, Japanese, Korean, Russian, Spanish, and Arabic) |
| Target audience | : | 50 buyers delegates 100 seller delegates 30 Media 20 VIPs, DOT Officials and Attached Agencies |
| Concept/Theme | : | <i>Embracing Responsible Tourism</i> <i>Making better places for people to live in and better places for people to visit</i> |

Proposed program flow:

- 8:30 - 8:59 am : Welcome scenario
(play lively numbers at the main entrance leading to the venue)
- 9:00 am : Invocation
- 9:10 am : Philippine National Anthem
- 9:13 am : Opening Ceremony (Entertainment)
- 9:20 am : Welcome Remarks (TPB COO)
- 9:30 am : Opening Remarks (DOT Secretary)
- 9:50 am : Presentation of PHITEX infographics and signal the start of B2B
- 10:00 am-06:00 pm : B2B Networking (24 appointments)

SCOPE OF DELIVERABLES

TRAVEX

1. Conceptualize, implement and manage the event plan/program for the PHITEX TRAVEX B2B on 19-20 October, time and venue (TBC);
2. Provide a program flow/detailed scenario/script based on the approved program
3. Provide on-site professional Voice-Over for the duration of the PHITEX TRAVEX
4. Overall venue décor/execution and construction for the abovementioned events to include, but not limited to:
 - a. Stage construction
 - b. Inside/outside venue styling
 - c. Registration counter
 - d. Printing of A3 title cards/table-top signage back-to-back (100 pcs.), specs: colored, A3 120g matte coated inkjet photo quality (layout c/o TPB)

Provide the following physical and technical requirements for the PHITEX Travel Exchange and coordinate with the technical team of the venue (TBA) for the setup and installation of all physical and technical requirements, to include, but not be limited to the following:

- Audio-Visual and lighting system (speakers, microphones, etc.)
 - LED wall screens/backdrop with side panels, stage/set design
 - LCD projector and screen (as needed)
 - Event stage and create a multi-dimensional set with a series of screens layered across the stage
 - Stage truss system (as needed)
 - Appropriate cables and video adapters (VGA, HDMI, etc)
 - Complete PA and AV System
 - Professional Lighting System
 - Signage/roll-up banners within and around the event venue
 - Generator Set
5. Proposed Event Entertainment
 - a. Welcome/Arrival at the B2B Area - festival/street dance ambiance examples including but not limited to Masskara/Sinulog dancers, drumbeaters, etc.
 - b. Invocation - solo performer or choir
 - c. Philippine National Anthem - audio-visual presentation
 - d. Opening Ceremony - festival dances to open the TRAVEX proper

Concepts to be submitted by the bidder must adhere to the event theme.

6. Printing of A3 title cards/table-top signage back-to-back (100 pcs), specs: colored, A3 120g matt coated inkjet photo quality (lay-out c/o TPB);
7. Oversee, coordinate and present a final dry-run of the program including the performers a day before the event for final approval of TPB; and
8. Digital timer during the TRAVEX proper from 19-20 October 2022
Produce a digital timer for 24 appointments per day (each business appointment will last for 15 minutes) with a cue to indicate the start and end of a B2B session (cue sound for approval of TPB)
9. Video documentation of TRAVEX Proper and produce a same-day edit video to be submitted and approved by TPB. Kindly save on an external hard drive.
 - SDE basic format should include the event title, quote in the first 15 seconds, and testimonials.
 - TPB/DOT/IMFITP logo should be placed at the end of the video
 - SDE should be 3-4 mins. long

INTERPRETERS

- Provide interpreters for the components of the 2-day travel exchange, who can speak: (review breakdown of interpreters)
 - Japanese 15
 - Korean 10
 - Mandarin 7
 - Russian 2
 - Arabic 7
 - Spanish 3

**Note: Above breakdown is an indicative number, subject to the actual requirement during the B2B sessions.*
- Qualifications of the interpreters:
 - Must have more than 3 years of relevant work experience;
 - Must have in-depth knowledge and understanding of his/her working languages;
 - Must have knowledge of relevant tourism terminologies;
 - Must have strong communication skills;
 - Must not sell their services nor products;
 - Must be polite, respectful and diplomatic;
 - Must be able to remain neutral before, during and after every interpretation assignment;
 - Must be articulate with speaking his/her working languages;
 - Must be knowledgeable on how to project his/herself professionally in a virtual business conference platform or set-up.

C. TRAVEL EXCHANGE (B2B SESSION)

| | | |
|-----------------|---|---|
| Date | : | 19-20 October 2022 |
| Duration | : | After the opening ceremony on Day 1 and whole day on Day 2 |
| Set-up | : | Live onsite |
| Target audience | : | 50 Buyer Delegates 100 Seller Companies (with 2 delegates) <i>(Actual number to be finalized a month before the event proper)</i> |
| Concept/Theme | : | PHITEX 2022: <i>“Embracing Responsible Tourism”</i> |

Proposed program sequence:

Day 1

(24 scheduled appointments)

- 9:50-10:00am : B2B Networking Mechanics
- 10:00-11:00am : B2B Networking
- 11:00-11:15am : Coffee break
- 11:15-12:00nn : Continuation of B2B
- 12:00-1:00pm : Lunch
- 1:00-3:00pm : Continuation of B2B
- 3:00-3:15pm : Coffee break
- 3:15-5:6:00pm : Continuation of B2B
- 6:00pm : End of B2B
Proceed to Welcome Dinner

Day 2

(24 scheduled appointments)

- 10:00-11:00 am : B2B Networking
- 11:00-11:15 am : Coffee break
- 11:15-12:00 nn : Continuation of B2B
- 12:00-1:00 pm : Lunch
- 1:00-3:00 pm : Continuation of B2B
- 3:00-3:15 pm : Coffee break
- 3:15-5:6:00 pm : Continuation of B2B
- 6:00 pm : End of B2B
Proceed to Closing Ceremony

D. WELCOME DINNER RECEPTION

Date : 19 October 2022 (Wednesday)

Time : Dinner - 7:00 PM to 10:00 PM

Venue : TBA

Concept : Filipiniana

Set-up : Live onsite

Content : DOT tourism promotional videos, voice-over, welcome remarks (if applicable), entertainment

Target audience : 250 delegates & guests
(including VIP guests & DOT Officials)

Proposed program sequence:

- 7:00 to 7:30 pm : Welcome/Arrival
- 7:30 pm : Dinner (ambient/canned music)
- 8:00 pm : Entertainment

- a. Welcome/Arrival - Models (preferably 4 female, 2 male) wearing Filipiniana gowns and barongs, with solo guitarist playing Filipino folk songs
- b. Dinner Entertainment - solo performer and/or singing group with a repertoire of Philippine folk dancers, etc.
- c. Produce giveaways for the dinner attendees based on the theme of the dinner (*proposed giveaway: "pamaypay"/"abaniko" in neutral color, but supplier may propose alternatives, subject to the approval of the end-user*)

E. CLOSING CEREMONY

Date : 20 October 2022 (Thursday)

Time : 7:00 PM to 10:00 PM

Venue : TBA

Concept : Tropical Paradise
(Modern/Contemporary/Neo-ethnic party vibes)

Set-up : Live Onsite

Target audience : Onsite : 50 Buyers and 100 sellers
VIP guests & DOT Officials

Concept/theme : TBA

Proposed program sequence:

- 6:30-7:00 pm : Arrival of guests
- 7:00-7:30 pm : Messages (if applicable)
- 7:30 pm : Entertainment / Start of Party (DJ)

- a. Welcome/Arrival - welcome leis (with lights/LED light stick)
- b. Dinner Entertainment - DJ and Visual Performing Arts Group

F. PRESS CONFERENCE (as the need arises)

Date : TBC

Duration : Maximum of 3 hours

Set-up : Live onsite and Online Streaming

Content : DOT tourism advertising videos, Event Moderator, Q&A facilitator

Target audience : 50 pax (Media, VIP guests and DOT Officials)

Proposed program sequence:

- Start of Program
- Opening Remarks
- Q&A Portion
- Closing Remarks

2. Conceptualize, manage and implement an Event Entertainment and Conference Plan following the PHITEX 2022 Theme: ***Embracing Responsible Tourism, for the event components, to wit:***
 - a. *Integrate an exhibit/interactive Philippine experience and engagement with animators/artists/talent highlighting the Hilot/Hilom and Habi in the foyer/lobby during TRAVEX (observing health and safety protocols)*
 - b. *Opening ceremony*
 - c. *TRAVEX Proper*
 - d. *Welcome Dinner Reception*
 - e. *Closing ceremony*
3. Recommend to TPB the artists and performers using local talents preferably who have performed before an international audience in keeping with the overall conceptual

approach and as approved by TPB. Performers may include but not limited to: choir, singer/s dances or festival dances, etc.;

4. Create a competent Event Management Team, with a minimum relevant experience of three (3) years, who shall coordinate, oversee the light, sound, audio-visual, scenery, technical requirements, staging, choreography and other elements and requirements of the overall show. The Event Management Company shall source the appropriate artists, technical practitioners, etc. required to implement the overall program scenario for the Opening and Closing Ceremonies as well as Dinner Reception which may include, but not limited to the following key personnel:

- 1 Event Coordinator
- 1 Event Director
- 1 Script Writer
- 1 Set and Stage Designer
- 1 Production Director
- 1 Technical Director
- 1 Production Manager

5. Provide the necessary Physical and Technical Requirements as listed:

ONSITE:

- a) Over-all venue décor/execution and construction for the abovementioned event to include, but not limited to:
 - Stage design, decorations and set-up (as needed per activity)
 - Installation, enhancement and styling of the venues to include (but not limited to) the following:
 - Entrance LED Arch and LED display video wall screen in the main venue, minimum 12x24ft in size
 - Facade, enhancement and styling of registration counter booth
 - Photo wall/Backdrop w/ lighting, 12x24 feet in size
 - Sponsorship wall (as needed)
 - Backdrop for the Press Conference (*if necessary*)
 - LED wall in the stage (for the PEP Talk)
 - Venue styling/installation for the themed coffee breaks and lunches, as needed
 - Lamp Post banners within the vicinity of the official venue
 - Printing of Banner, Signage, Title Card (*if necessary*)
 - Registration Counter (modular set-up)
 - Baggage Counter (if needed)
- b) Provide the following requirements for the event and coordinate with the technical team of the venue (TBA) for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
 - Audio-Visual and Lighting System (speakers, microphones, etc.)
 - Broadcast and Streaming Machines
 - Broadcast Quality Lighting System for Chroma

- Broadcast Full HD Camera and Video Capture devices
 - Camera / Video Switching Equipment
 - TV Presentation Monitors to show Online viewers and Presentation to on Site Speaker / Host.
 - LED wall screen, backdrop, stage / set design
 - LED projector and screen (as needed)
 - Stage truss system (as needed)
 - Speakers' technical requirements
 - Microphones (lapel and wireless)
 - Amplifiers
 - Laptops (mac and windows) with appropriate connectors
 - Presentation Clicker/Laser Pointer/Easel
 - Appropriate cables and video adapters (VGA, HDMI, etc.); and
 - Professional lighting system (if needed)
 - Signage/roll-up banner within and around the venue (if needed)
 - Close circuit camera and dedicated camera/s for documentation purposes
 - Non-wired/wireless internet connection equipment (Internet Connection provided by TPB)
 - Other requirements/equipment needed for streaming live the pre-recorded/online sessions at the venue
- c) Printing of A3 title cards/table-top signage back-to-back (100 pcs), specs: colored, A3 120g matt coated inkjet photo quality (lay-out c/o TPB);
- d) Printing and production of the delegate badges, design % TPB MarComm
- e) Fabrication of 3D Cut-out letters (#PHITEX2022), measured at (122cm (Height) x 68cm(Width) and 15.5cm(Depth) and installation with lighting system;
6. Provision and management of an online event platform that has a capacity to deliver the following requirements:
- Provide the necessary equipment and technical team needed to undertake a Live Telecast / Broadcast for the coverage of the Opening and Closing Ceremonies;
 - Produce and execute the shooting and pre-recording of performances
 - Coordinate with the TPB officers to secure recordings of the messages of key officials for the Opening/Closing or record the speakers' messages should the need arise
 - Can be integrated and streamed live in Facebook
 - Can control and manage speakers in a virtual backstage
 - Can facilitate the participation/engagement of delegates
 - Development of Custom Virtual Stage and other digital materials required for the online aspect (Social Media Live) of the activity.
7. Provide the necessary equipment and technical team needed to implement the Opening and Closing Ceremonies which may include, but not necessarily limited to the following technical requirements;

MINIMUM STREAMING REQUIREMENTS STREAM MACHINE

- » Intel i9 Desktop Machine
- » Licensed VMIX 4K/Pro Live Production and Streaming Software
- » Minimum 64 gb RAM
- » NVidia RTX 3080 GPU or Higher for video render and encoding
- » Black Magic Design Quad HDMI/SDI 4k Video Capture Card
- » 2 Desktop Monitors
- » FocusRite - Digital Audio Interface
- » Minimum 4 Units Secondary Laptop / PC units for Broadcast and Speaker Support (Presentation View, Powerpoint Preview, Graphics, Zoom, Monitoring)

CAMERAS (6 Camera Setup) for Webinar and Socials

- » 4 Units Pan Tilt Zoom (PTZ) Camera Units with PTZ Tripods
- » 1 Unit PTZ Controller Unit with Multiview Monitor
- » 2 Units Panasonic/Sony Full HD/4K professional camcorder HDMI/SDI
- » Signal and Power Cable
- » Sony A7 iii Full Frame Mirrorless Camera
- » 3 Units HD Video Switcher with SDI and HDMI
- » Provisions for Wireless Video Transmitter
- » Lot of HDMI/SDI Cross-Up-Down Video Signal Converter
- » Lot of Heavy Duty Tripods
- » Signal, HDMI, SDI and Power Cables

STAGE BACKDROP DESIGN / LED FRAME

- » 42' x 12' Stage Backdrop
- » Octanorm Exhibit system structure support
- » LED Wall Framing Provision
- » Tarpaulin Graphics printing, and installation
- » Fabrication of Stage Props, Stage Elements, etc.
- » Provision of Stage Flooring for Green Screen Production
- » Wood Framing and Backing for graphics

EVENT STYLING

- » Stage, Reception Counter, Registration and other event sections must be in line with the overall theme and direction of the event.
- » Design materials must be sustainable and with cultural relevance and value aligned with the traits that best represent the Philippines

LED WALL

- » Stage LED Wall: 15m x 3.5m H Each Set Includes:
 - Signal Sending Box
 - Video Processor
 - 1 Lot Power, Signal and Patching Cables
 - Metal Frame LED Wall Structure Support
 - Counterweights
 - 1 Power Distribution Unit (Power Supply c/o Client)

- » 1 Unit HD Video Switcher
- » 1 Lot Signal and Power Cables

*Set-up for the PEP Talk will occupy two (2) separate venues/areas

TV MONITOR PROMPTERS for ONSITE SPEAKERS and HOST/MODERATOR

- » 4 Sets 55" LEDTV (Presentation Monitor, Preview Monitor, Teleprompter, Timer)
- » Inclusive of Vertical Stand or Floor Stand
- » Inclusive of Cables and splitters
- » Laptop for Operation of Monitors
- » 2 Units DSAN Perfect Cue Professional RF Presentation Clicker

*Set-up for the PEP Talk will occupy two (2) separate venues/areas

AUDIO (Pep Talk)

- » 1 Unit Allen and Heath SQ5 Digital Audio Mixer
- » 1 Unit Allen and Heath DX168 Digital Stage Box
- » 2 Units JBL PRX 835 Active Speakers (FOH)
- » 2 Units JBL PRC 815 Active Speakers (Stage Monitor)
- » 2 Units X-Line 18' Active Subwoofers
- » 1 Lot Power and XLR Cables

*Set-up for the PEP Talk will occupy two (2) separate venues/areas

TRUSSING and RIGGING (If Required)

- » Stage Canopy (40" x 40" Dome Truss Tent) with Clear Roof
- » Vertical

AUDIO (TRAVEX Opening, Welcome Dinner and Closing Ceremonies)

- » 1 Unit Allen and Heath SQ6 Digital Audio Mixer
- » 1 Unit Allen and Heath DX 168 Digital Stage Box
- » 8 Units AudioCenter KLA212 Active Array Speakers (FOH)
- » 2 Units AudioCenter KLA218 Active Array Speakers (FOH)
- » 4 Units AudioCenter TS12 Active Speakers
- » 1 Lot Power and XLR Cables
- » 1 Lot Tripod and Rigging Accessories

LIGHTING (Studio Lighting and ON SITE Lighting effects and heads)

- » 1 Unit Avolites Digital Lighting Controller
- » 1 Lot DMX XLR digital signal Splitter
- » 12 Unit Beam 380 BWS Moving Heads
- » 8 Units Aura Moving Heads
- » 4 Units K10 Moving Heads
- » 48 units 84bulb Par LED RGBW Stage Lights
- » 16 units Par LED Amber White Stage Lights
- » 16 Units LED strip Up Lights (Registration Backdrop and Photo wall)
- » 8 Units Stormy LED RGBW
- » 4 Units Audience Blinder
- » 1 Lot Signal and Power cables
- » 1 Lot Heavy Duty Light Stands

- » 2 Sets LED Follow Spot Lights
- » Lighting Technician and 2 Crews
- » Delivery, Installation and Dismantling

BROADCAST LIGHTING

- » 4 Units Nanlite/Godox 200 Video Lights with Diffuser
- » 8 Units LED Strip Up Lights
- » Lighting Technician and 2 Crews
- » Delivery, Installation and Dismantling

MICROPHONES

- » 12 RF / Lapel / Headworn Wireless Mics
- » 6 Wired Mics

*Set-up for the PEP Talk will occupy two (2) separate venues/areas

PRODUCTION COMMUNICATION SET

- » 7 EarTEC Wireless Communication Set

*Set-up for the PEP Talk will occupy two (2) separate venues/areas

8. Prepare the program scenario and script to include the spiel of the emcee/voice over per event component;
9. Produce and execute the shooting and pre-recording of performances (as needed);
10. Coordinate with the TPB officers to secure recordings of the messages of key officials for the Opening/Closing and Awarding Ceremonies, Welcome and Farewell Receptions or record the speakers' messages should the need arise;
11. Provide the following for the live performances during the events (if applicable/necessary) :
 - Stage and overall venue décor/execution and construction to complement the PHITEX theme, scene design, installation art, production properties, etc.
 - Sound system
 - Lighting equipment and special effect
 - Haze / Smoke / Fog Machines
 - AV equipment (LED screen / projectors)
 - Special effects (3D, video mapping, hologram)
 - Close circuit cameras for documentation purposes
 - Generator Set
 - Signages/graphics within and around the reception venue, if need be
 - Costumes of entertainers and necessary props
12. Document in video all events and show presentation for submission to TPB in mpeg format saved in an external hard drive;
13. Final dry run/technical check of the program scenario to be presented for final approval of TPB at least 1 week before the event;
14. Submit end reports, recordings of the activities, videos, and final cut (3-4 minute AVP) with the inclusion of other event components such as the webinars, post tours, photos, etc. to TPB after the event.

15. The TPB shall have full ownership of all the data (raw and enhanced) gathered and presented (both in hard or softcopy files) from the event;
16. All records are regarded as confidential and therefore will not be divulged to any third party, other than the research agency if legally required to do so to the appropriate authorities. The TPB has the right to request sight of, and copies of any and all records kept, on the provision that the company is given reasonable notice of such a request;
17. Ensure the privacy and security of any and all confidential, privileged personal information, and/or sensitive personal information that they may have access to, and shall store, use process and dispose of the said privileged personal information and/or sensitive personal information in accordance with Republic Act No. 10173, otherwise known as the Data Privacy Act of 2021 and its Implementing Rules and Regulations.

III. PROJECT IMPLEMENTATION SCHEDULE / MILESTONES

The project implementation and delivery of requirements must be in accordance with the official event schedule of PHITEX 2022.

| Schedule of Requirements | PARTICULARS / MILESTONES |
|---|--|
| Within five (5) calendar days upon receipt of the Notice to Proceed | Upon submission of the initial concept, layout, program script, flow, and set-up requirements |
| At the latest, two (2) weeks before the start of the event | Upon submission and approval of the final program script, flow, set-up, entertainment, and requirements (add other deliverables) |
| Conclusion of the event / Egress on 21 October 2022 | Upon completion and satisfactory performance of the services as certified by TPB |
| Within 30 days after the conclusion of the event | Upon submission of deliverables such as end reports, recordings of the activities, videos, photos, etc. |

IV. QUALIFICATION OF THE BIDDER

1. The company must be Filipino-owned and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws and must be in operation in the last five (5) years handling similar projects.
2. The company must have a minimum experience of at least five (5) years in implementing, participating and handling similar events and productions, whether international or local, corporate or government-organized.

V. QUALIFICATION OF KEY PERSONNEL

1. The following required key personnel must have at least three (3) years of relevant experience in handling physical, virtual and/or hybrid events:
 - 1 Event Coordinator
 - 1 Event Director
 - 1 Script Writer
 - 1 Set and Stage Designer
 - 1 Production Director
 - 1 Technical Director
 - 1 Production Manager

VI. OTHER TERMS AND CONDITIONS

1. Bidders will be required to make a presentation (maximum of 20 minutes) of their Planned Approach. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment.

The financial proposal of the EMC should present the detailed cost of all the items covering all expenditures to include, but not limited to :

- Management fee
 - Professional fees of performers and production crew
 - Professional fees of the speakers not exceeding PhP 50,000.00 for International, PhP 25,000.00 for Local speakers and for government invited officials, honorarium shall be provided based on the DBM guidelines
 - Logistics cost (accommodation, meals, transportation, COVID related expenses for the staff and performers, etc.)
 - Technical equipment costs
 - Site inspection visit (if needed)
2. The EMC shall bear the cost of the following:
 - Professional fees of performers
 - Production crew
 - Professional fees of the speakers

VII. RATING CRITERIA FOR SHORTLISTING

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of a production house is as follows:

| | PARTICULARS | RATING % |
|-------------|---|-----------------|
| I. | Applicable Experience of the Event Management Company | 50% |
| a. | At least 5 years of experience in handling similar nature of work | |
| | More than 5 years and above of experience (30%) | |
| | At least 5 years of experience (25%) | |
| | Below 5 years of experience (0%) | |
| b. | Successfully implemented similar projects within the last 5 years (minimum of 5 projects with at least 1 government client) <i>Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i> | |
| | Minimum of 6 projects, with 2 or more government projects (20%) | |
| | Minimum of 5 projects, with 1 government projects (20%) | |
| | Minimum of 3 projects, with no government projects (10%) | |
| II. | Qualification of personnel who may be assigned to the project | 30% |
| | Key personnel should have minimum 3 years of relevant experience in the conduct of similar work | |
| | Key personnel have more than 3 years of relevant work experience (30%) | |
| | Key personnel have 3 years of relevant work experience (15%) | |
| | Key personnel have less than 3 years of relevant work experience (0%) | |
| III. | Current Workload relative to Capacity | 20% |
| | Currently handling 5 or less projects (20%) | |
| | Currently handling 6-10 projects (15%) | |
| | Currently handling more than 10 projects (0%) | |
| | TOTAL | 100% |

Hurdle rate for Shortlisting: At least 80%

VIII. TECHNICAL RATING

Bidders are required to present their plan of approach for the project (maximum of 20 minutes).

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

| | PARTICULARS | % WEIGHT |
|------------|---|---------------------|
| I. | Quality of Personnel to be assigned to the Project | 30% |
| | <p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in handling physical, virtual and/or hybrid events with minimum experience of three (3) years</p> <p style="padding-left: 40px;">Event Coordinator / Event Director / Script Writer / Set and Stage designer / Production Director / Technical Director Production Manager</p> <p>Handled physical, virtual AND hybrid events in the last 3 years (30%) Handled physical-virtual, physical-hybrid or virtual-hybrid events in the last 3 years (20%) Handled either physical, virtual or hybrid events in the last 3 years (10%)</p> | 30% |
| II. | Firm Experience and Capability | 30% |
| | <p>Filipino-owned and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws and must be in operation in the last five (5) years</p> <p style="padding-left: 40px;">Event Management Company (15%) Production House (10%) Conference Integrator (5%)</p> | 15% |
| | <p>The company must have a minimum experience of at least five (5) years in implementing, participating and handling similar events and productions, whether international or local, corporate or government-organized.</p> <p><i>Kindly provide at least five (5) events in the last five (5) years</i></p> <p>More than 5 events – 15% 5 events – 10 % Less than 5 events – 5%</p> | 15% |

| | | |
|-------------|--|-------------|
| III. | Plan of Approach and Methodology | 40% |
| | a. Adherence of the proposal to all the required components of the entire PHITEX 2022 program as mentioned in this bid (15%) | 15% |
| | b. Relevance of the concept, proposed performances of reputable artists/talents and unique repertoire for the PHITEX theme. Profiles of speakers, production team, performers and list of performances to be submitted (15%) | 15% |
| | c. Feasibility of the planned execution of the overall scope of work (10%) | 10% |
| | TOTAL | 100% |

Hurdle rate for Technical Proposal: At least 80%

The production house is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

| Proposal | Weight (%) |
|-----------------|-------------------|
| Technical | 80 |
| Financial | 20 |
| TOTAL | 100 |

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **SEVEN MILLION EIGHT HUNDRED SEVENTY-FIVE THOUSAND PESOS (PHP 7,875,000.00)** inclusive of all applicable fees and taxes.

IX. TERMS OF PAYMENT

| PARTICULARS / MILESTONES | PAYMENT TERMS |
|--|------------------------------|
| Upon submission of the initial concept, layout, program script, flow, and set-up requirements | 1 st Tranche: 15% |
| Upon submission and approval of the final program script, flow, set-up, entertainment, and requirements (add other deliverables) | 2 nd Tranche: 35% |
| Upon completion and satisfactory performance of the services as certified by TPB | 3 rd Tranche: 40% |
| Upon submission of deliverables such as end reports, recordings of the activities, videos, photos, etc. | Final Payment: 10% |

Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

MICAELA B. OCHOA

Acting Head, ASPAC Division

Tourism Promotions Board

4/F Legaspi Towers 300, Roxas Blvd., Manila 1100

X. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed until the completion of the deliverables identified in the final payment.

XI. CONTACT INFORMATION

For particulars, please contact the following:

PHITEX 2022

Telephone numbers: (02) 8247-0803 or (02) 8525-9318 to 27

Physical and Technical Committee:

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Socials and F&B Committee:

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Carmela Joy A. Febrio

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Travel Exchange (TRAVEX) Committee:

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Micka Anjella D. Calzado

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xxx nothing follows xxx